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FALL FRUIT AND VEGETABLE REVIEW

★ NOV 1 1938
U. S. Department of Agriculture

A radio conversation between Miss Ruth Van Deman, Bureau of Home Economics, Mr. E. J. Rowell, Bureau of Agricultural Economics, and Mr. Wallace Kadderly, Office of Information, broadcast Thursday, October 6, 1938, in the Department of Agriculture period of the National Farm and Home Program, by the National Broadcasting Company and a network of 93 associate radio stations.

--ooOoo--

WALLACE KADDERLY:

Today as many times before in this Department of Agriculture period, Ruth Van Deman and E. J. (Mike) Rowell are ready to bring us news on food, from the market and the home angle. Today they're making vegetables the headliner. At least, Mike, you so indicated last Thursday.

E. J. (MIKE) ROWELL:

Yes, Wallace, that still holds. This month is one of the high spots of the year for many kinds of vegetables. And we'll have something to say about fruits before we're through - - -

RUTH VAN DEMAN:

And meats. That is if you still have in that order for old-fashioned vegetable soup, made with a soup bone.

ROWELL:

I most certainly have.

KADDERLY:

Old-fashioned vegetable soup? Make it two orders, Ruth.

ROWELL:

And I'll double mine, if you don't mind.

VAN DEMAN:

Just a minute. This soup isn't made yet. We haven't even picked out the soup bone or the vegetables.

KADDERLY:

That's right, Mike, market news first.

ROWELL:

Well, there's plenty of beef this fall for soup bones, as well as for steaks and roasts. In fact, the higher grades of beef are getting more reasonable in price as larger supplies continue to come to market.

VAN DEMAN:

Supply's ahead of demand this time.

ROWELL:

Yes. That's about the situation on a good many vegetables, too. Look at this table of wholesale prices. This is the column for September,

(over)

1938, and this one for a year ago. I've checked the ones that are cheaper now.

VAN DEMAN:

That's just about everything. Beans, snap---Beans, lima---Beets---Cabbage---Celery.

ROWELL:

Yes. Keep right on down the alphabet.

VAN DEMAN:

Carrots seem to be about the only exception.

ROWELL:

I think that's only temporary. There's an unusually large crop of late carrots expected. If it comes through, this year will set a new high for carrots in the United States. There'll be over three million crates of late carrots.

VAN DEMAN:

Three million crates!

ROWELL:

You know they run about five dozen bunches to the crate. And at five carrots to the bunch that would be close to a hundred million carrots. And that's just late carrots, not the whole year's supply by any means.

VAN DEMAN:

Anyway you think it's safe to count on 1 cup of diced carrots for this vegetable soup.

ROWELL:

Quite safe, Miss Van Deman. Quite safe.

VAN DEMAN:

And I'm glad to see a mention here of sweet Spanish onions.

ROWELL:

You would. I haven't forgotten last year's onion broadcast. Those sweet Spanish are from the West. The flood ruined over 200,000 bushels of good yellow onions up in the Connecticut River Valley.

VAN DEMAN:

I'm sorry to hear that. I saw those onions out drying in the fields as I came down that way on Labor Day.

ROWELL:

Yes, there was terrific damage all along there. But in spite of all that, there are still plenty of onions for the country as a whole. The estimate on the late crop for the Eastern States was nearly a million 50 lb. sacks larger than last year.

VAN DEMAN:

Very well. We'll slice up a cupful of onions for soup.

ROWELL:

Only one cupful?

VAN DEMAN:

I thought you wanted this mixed vegetable soup.

ROWELL:

That's right. But I like plenty of flavor.

VAN DEMAN:

We'll cook the onions in some of the beef fat, first, before we put them into the soup kettle. That'll guarantee one hundred per cent flavor. And we'll do the same with the celery---and all the rest except the tomatoes.

ROWELL:

Celery's another one that's in very good supply this fall. The main commercial shipping points now are New York State, Oregon, and Washington. By the middle of November California will be going strong.

VAN DEMAN:

And of course there's lots of celery from local farms. You remember our friend who took us to task because we didn't mention the fine celery from Utah.

ROWELL:

Yes. I'm sorry not to be able to say more about local supplies. Our reports are based on car lot movements from the main shipping points. But there are many fine local fruits and vegetables that we can't cover.--- Well, does that give you about everything for that soup?

VAN DEMAN:

Just about, I think. A large soup bone simmered in water to make a rich broth. A cup of diced carrots. Another of sliced onion. Another of turnips - - -

ROWELL:

It's all right with me if you forget the turnips.

VAN DEMAN:

Oh, I think they're good in vegetable soup.

ROWELL:

As you will. There are plenty of them on the market.

VAN DEMAN:

A green pepper--chopped up. Two cups or so of chopped celery stalks and leaves. And the same of potatoes and tomatoes. Of course there's no need to be fussy about exact quantities for this kind of a soup. All that's necessary is to keep a good balance between flavors.

ROWELL:

And the longer you cook it, the better it gets.

VAN DEMAN:

Yes and no. You want the flavors to blend. And you want the vegetables tender. But you don't want them all broken up and mushy. That trick of cooking the vegetables in some fat before putting them into the meat broth does a lot to bring out good flavor. And just a sprinkle of savory herbs--thyme or marjoram--gives a vegetable soup distinction.

ROWELL:

Miss Van Deman, this lack of a sample to prove your point is very, very tantalizing.

VAN DEMAN:

But very good for the imagination.

ROWELL:

Granted. --- Well, apples are back in the news this fall as usual. But the crop's not anywhere near up to last year's record. The hurricane in New England of course took almost all the Baldwins off the trees. That report yesterday said there was a five million dollar damage to the New England apple crop. And these so called hurricane "drops" are selling for 25 to 50 percent less than the hand-picked.

VAN DEMAN:

But they're good sound fruit.

ROWELL:

In many cases, yes.

VAN DEMAN:

Baldwin's a late winter apple. So being as firm as they must be now, they'd be very good for frying or scalloping. You want an apple there that you can slice fairly thin and won't go to pieces in cooking.

ROWELL:

Yes, these Baldwins would be very good for that. And of course unless they're used soon they'll be a total loss. Can't you send some of those Apple Recipes of yours to New England homemakers?

VAN DEMAN:

Certainly, New England homemakers or homemakers anywhere who want Apple Recipes. You remember last year the requests came from Florida and the islands of the sea.

ROWELL:

The apple is the king of fruits, and Americans are the world's greatest apple eaters.

KADDERLY:

So they dance the Big Apple.

ROWELL:

Oh, no, Wallace. That's gone by. They've had the Yam since then.

VAN DEMAN:

Speaking of sweetpotatoes- - -

ROWELL:

Yes, this year's crop of sweetpotatoes will exceed 80 million bushels. That's five million bushels more of sweet spuds than we had last year. Miss Van Deman, do you realize we eat nearly a third as many sweetpotatoes as white potatoes.

VAN DEMAN:

The vitamin people say that's all to the good. Sweetpotatoes like the rest of the yellow vegetables, you know, are high in vitamin A.

ROWELL:

That goes for pumpkin and squash too then?

VAN DEMAN:

Very much so.

ROWELL:

This is the peak of their season. Which means it's open season for pumpkin pie.

VAN DEMAN:

There isn't any closed season on that now there's so much pumpkin canned. By the way, that's a very practical thing for anybody who has a steam pressure outfit. It takes a long time to cook pumpkin down on top of the stove.

ROWELL:

And the pressure canner will do the work in a few minutes.

VAN DEMAN:

Exactly.

ROWELL:

Pears are another fall fruit that's coming to market in abundance now.

VAN DEMAN:

From the West especially, didn't you say?

ROWELL:

Yes, a fine crop of fine pears. They're all very carefully graded of course and only the best are shipped. We're just about at the end of the Bartlett season. And the Anjou and the Bosc are coming along in quantity, and will continue all fall.

KADDERLY:

In fact right up to Christmas and into next year. Thanks to modern refrigeration and the careful work of the Department scientists

and others in working out proper methods of storage. But that's another story.

VAN DEMAN:

For some other day.

KADDERLY:

Yes, but thank you and Mike Rowell for what you've given us today. And with your permission I'd like to mention the Apple Recipes again.

VAN DEMAN:

Certainly.

KADDERLY:

(Ad lib offer of Apple Recipes)

This leaflet is free. It contains about thirty recipes for serving apples---apples sauced, apples baked, apples fried, apples for salads, apples every which way. Requests for the apple recipe leaflet should be addressed to the Bureau of Home Economics, U. S. Department of Agriculture, Washington, D. C.

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